



RED KITE
INTERNATIONAL



Delivering International Business Solutions

Snapshot

PPA / Red Kite

CLIENT

Periodical Publishers Association (London)

PROJECT

Develop a new training program on International Licensing

OBJECTIVES

- **Draft outline of the International Licensing Module for PPA Committee approval**
- **Development of the content and supporting materials for the International Licensing Elective**
- **Design the program to fit into the existing PPA Diploma in Publishing**

COMPONENTS

- **Review of the PPA Diploma in Publishing and individual modules**
- **Overview of International Licensing Elective as a two day module**
- **Development and organisation of the content with supporting materials**
- **PowerPoint presentation of International Licensing content**

RESULTS

The International Licensing Module was approved by the PPA International Committee and introduced as an elective to the PPA Diploma in Publishing. The program has been successfully run as both a two day and a one day module with John McCaffrey of Red Kite International as course leader.